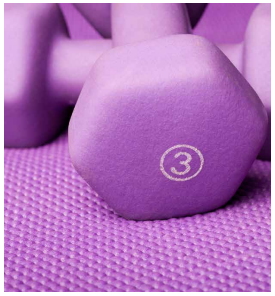
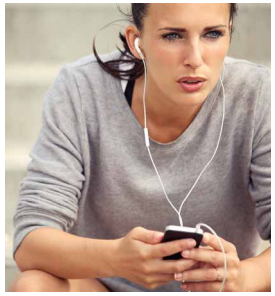

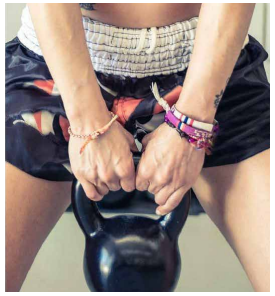

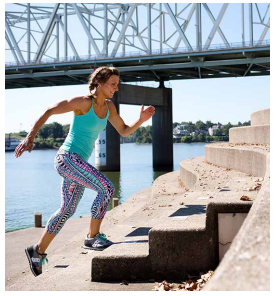

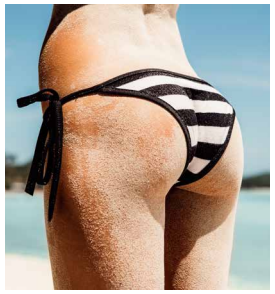
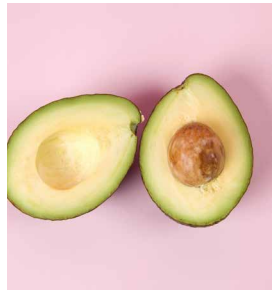
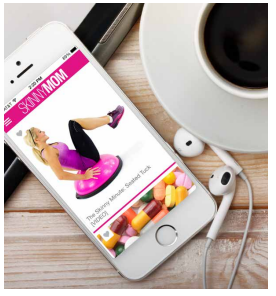

SKINNYMOM®

WHERE MOMS **GET THE SKINNY** ON HEALTHY LIVING

2016 BRAND GUIDELINES

SKINNYMOM
RECIPES FOOD FITNESS HEALTH LIFESTYLE SHOP VIDEOS MORE
EAT FAT!
THE 31-DAY
YOGA
LATEST

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BRAND OVERVIEW

OUR FOUNDER & MILESTONES

Brooke Griffin, Founder & CEO | Skinny Mom

SKINNY MOM FOUNDER & CEO, BROOKE GRIFFIN

Skinny Mom is the creation of Fitness Universe Champion, model, recipe developer, former NFL cheerleader, best-selling cookbook author and mom, Brooke Griffin. With her immersion in the industry, Brooke has been able to create one of the fastest-growing digital publishing and commerce companies within the fitness, food and lifestyle verticals.

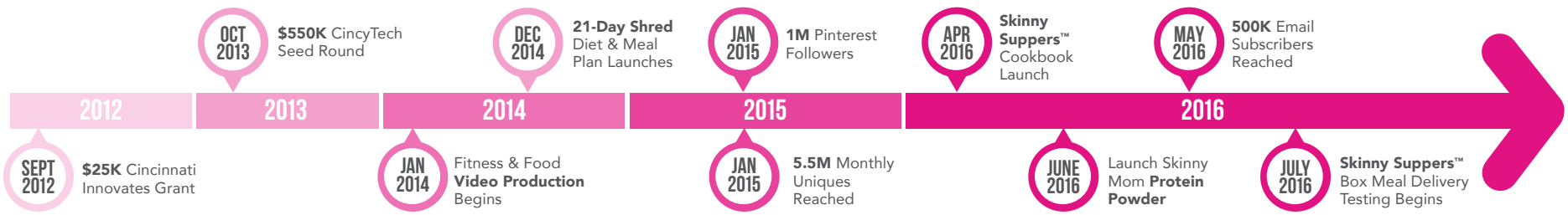
SKINNYMOM® MISSION

Motivate, educate, connect and inspire women to live their healthiest life.

Each day, Skinny Mom delivers original recipes, workouts, healthy living tips and trends, real-women stories and more to their audience through web, e-mail, mobile apps, videos and social media. The explosive growth since Skinny Mom's inception quickly proved Brooke right in her suspicion that other women/mothers were looking for a place to find like-minded women looking to incorporate healthy living into their busy lifestyles.

SKINNY MOM MILESTONES

Skinny Mom's growth since 2012 has been exponential — take a look at the exciting milestones achieved thus far.



BRAND IDENTITY

COLOR PALETTE

Beyond our logo, color is the most recognizable aspect of our brand identity. Our brand colors reflect our bold, feminine community. The Skinny Mom color palette has two layers: primary and secondary palettes.

PRIMARY COLOR PALETTE

The primary color palette is commicated by the the domiance of hot pink and dark gray with highlights of white. The simplicity of this color palette distinguishes Skinny Mom from its competitors and enhances the prominence of the brand. These core colors are used for all core identity items such as stationery and other official communications.

SECONDARY COLOR PALETTE

The secondary color palette is used to bring appropriate diversity and difference within a range of communications items.

Use these colors to guide your designs and layouts, both online and off to ensure you're staying consistent with the Skinny Mom brand.

Color specs are provided; do not substitute.

PRIMARY COLOR PALETTE

HOT PINK
PMS 219 C

CMYK: 1 / 92 / 4 / 0
RGB: 218 / 24 / 132
HEX: #DA1884

DARK GRAY
PMS Cool Gray 11 C

CMYK: 44 / 34 / 22 / 77
RGB: 86 / 86 / 90
HEX: #53565A

WHITE

CMYK: 0 / 0 / 0 / 60
RGB: 255 / 255 / 255
HEX: #FFFFFF

SECONDARY COLOR PALETTE

SEAFOAM
PMS 353 C

CMYK: 41 / 0 / 36 / 0
RGB: 128 / 224 / 167
HEX: #80E0A7

DAFFODIL
PMS 123 C

CMYK: 0 / 19 / 89 / 0
RGB: 255 / 199 / 44
HEX: #FFC72C

LAVENDAR
PMS 245 C

CMYK: 16 / 56 / 0 / 0
RGB: 221 / 127 / 211
HEX: #DD7FD3

ORANGE
PMS 715 C

CMYK: 0 / 54 / 88 / 0
RGB: 246 / 141 / 46
HEX: #F68D2E

LIME
PMS 389 C

CMYK: 21 / 0 / 85 / 0
RGB: 208 / 223 / 0
HEX: #D0DF00

TANGERINE
PMS 1645 C

CMYK: 0 / 63 / 75 / 0
RGB: 255 / 106 / 57
HEX: FF6A39

WATERMELON
PMS 212 C

CMYK: 0 / 78 / 8 / 0
RGB: 240 / 78 / 152
HEX: #F04E98

LIGHT GRAY
PMS Cool Gray 3 C

CMYK: 8 / 5 / 7 / 16
RGB: 200 / 201 / 199
HEX: #C8C9C7

TYPOGRAPHY

PRIMARY TYPEFACE
Our primary typeface, is Bebas Neue Bold. Bebas was selected because of it's boldness and legibility. It is used for headlines and should always be capitalized.

SECONDARY TYPEFACE
Avenir is our secondary typeface. The Avenir font family was selected because it is modern, open and readable at all sizes. Flexibility comes from using one type family that contains all necessary styles. It should be used as a complement to Bebas Neue. It is mainly used for body copy in lowercase and secondary headlines in all caps.

TERTAIRY TYPEFACE
Bookman Old Style Italic is our tertiary typeface. This font is utilized as a decorative font to compliment the Avenir font family. It is used to give visual and hierarchical interest to 1-line phrases and call outs. It is always used in sentence case.

FONTS FOR USE ONLINE
In web environments, Helvetica Condensed becomes the primary typeface because it translates well to the screen. Use it as the navigation, headline and subheadline font whenever possible. Arial is the preferred body copy typeface for web usage. Georgia Italic is a perfect substitute for Bookman Old Style Italic.

All fonts are available online for purchase are available from most font retailers, including FontShop and Linotype.

BEBAS NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890

AVENIR BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

AVENIR HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

BOOKMAN OLD STYLE ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

THE SKINNY MOM LOGO IS OUR MOST IMPORTANT VISUAL ASSET

Our logo is bold and friendly — just like our company. While it is a simple logo, we must always treat it with respect. On the following pages, you will find examples of the Skinny Mom logo in reference to color usage, clear space, size as well as do's and don't's.

TWO VERSIONS

There are two versions of the Skinny Mom logo — horizontal (preferred) and vertical. Each version is composed of two elements: the Skinny Mom wordmark and the registration mark. These elements and their relationship must never be altered or modified. Select the logo version that best fits the specific application that you are working on.

LOGO WITHOUT TAGLINE

In some applications, the full color logos with no tagline will need to be used. Examples would include signage, social media profiles, apparel and applications where the tagline would become unreadable.

IN WRITING

Skinny Mom is two words with a capital S and a capital M with the rest of the words lowercase. When using the Skinny Mom name in text, it must always be followed by a ® symbol in the first mention in the text or major heading of a document. Write Skinny Mom® in plain text rather than embedding the logo into text.

HORIZONTAL LOGO WITH TAGLINE

The full color horizontal version of the Skinny Mom® logo is the preferred orientation for usage. The full color vertical version of the Skinny Mom logo is the preferred secondary orientation for usage (see page 8). One of these should be represented on everything created, and should be used in conjunction with our tagline "Where Moms Get The Skinny On Healthy Living."

To reinforce our brand identity, this logo, featuring the tagline, should be used on ALL materials. The use of the tagline in conjunction the logo depends on the application for which it will be used.

SKINNYMOM®
WHERE MOMS **GET THE SKINNY** ON HEALTHY LIVING

DOWNLOAD
3C EPS | 4CP EPS | RGB JPEG

SKINNYMOM®
WHERE MOMS **GET THE SKINNY** ON HEALTHY LIVING

DOWNLOAD
3C EPS | 4CP EPS | RGB JPEG

SKINNYMOM®
WHERE MOMS **GET THE SKINNY** ON HEALTHY LIVING

DOWNLOAD
B&W EPS | RGB JPEG

SKINNYMOM®
WHERE MOMS **GET THE SKINNY** ON HEALTHY LIVING

DOWNLOAD
B&W EPS | RGB JPEG

VERTICAL LOGO WITH TAGLINE

The full color vertical version of the Skinny Mom logo is the preferred secondary orientation for usage. It should be used in extreme horizontal applications where the vertical logo doesn't work, and should be used in conjunction with our tagline "Where Moms Get The Skinny On Healthy Living."

To support our brand identity, this logo featuring the tagline should be used on all materials.

DOWNLOAD
3C EPS | 4CP EPS | RGB JPEG

DOWNLOAD
3C EPS | 4CP EPS | RGB JPEG

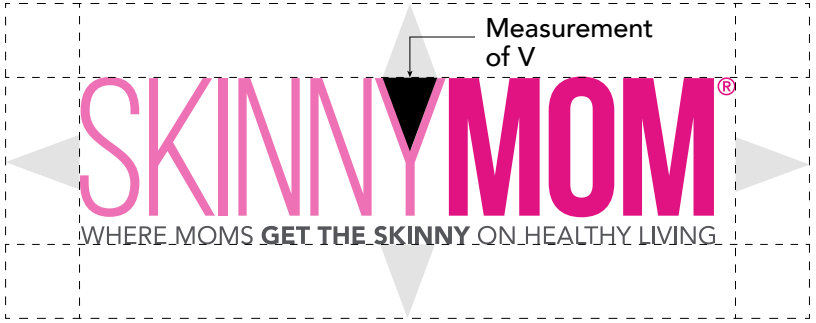
DOWNLOAD
B&W EPS | RGB JPEG

DOWNLOAD
B&W EPS | RGB JPEG

LOGO CLEARANCE

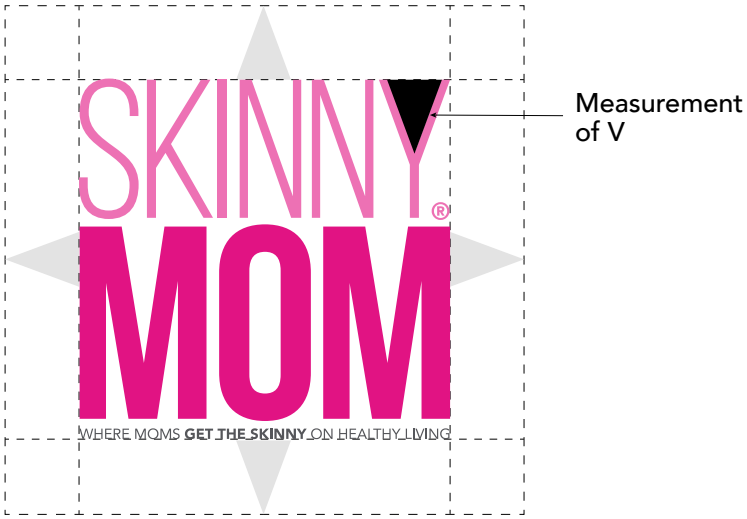
To stage the Skinny Mom logo properly, the minimum clear space around the logo is equal to the height of the "V"shape in the top section of the "Y" in the word 'Skinny'.

The logo should retain a reasonable amount of clear space to avoid clutter in layouts.



MINIMUM SIZE

The size of the logo can change, depending on its use; however, the logo must always be legible. In order to retain brand integrity, please limit minimum size to 1" in print applications and 100 pixels in digital.



SKINNYMOM®

Offline: 1"

SKINNYMOM®

Digital: 100 pixels

INCORRECT LOGO USAGE

Take care to treat the Skinny Mom logo with respect, only use the provided logo artwork found on pages 7-8. This page shows what NOT to do. Consistent presentation of our brand identity is critical to building and preserving brand equity. Here are a few examples of incorrect uses of our identity system.

***Do not** place the logo at an angle*

***Do not** change the typeface*

***Do not** add words to the logo*

***Do not** stretch, pinch, or distort logo*

***Do not** add drop shadows to the logo*

***Do not** add a space between 'Skinny' and 'Mom'*

***Do not** place logo on low-contrast background colors*

***Do not** add graphic elements to the logo*

***Do not** use inadequate quality artwork*

IMAGERY

IMAGERY BASICS

The Skinny Mom brand is extremely visual. Imagery should provide a consistent representation of the Skinny Mom brand — bold, colorful, fresh, eye-catching, positive, relatable, empowering, modern and healthy lifestyle-focused. The following pages present the various categories of the Skinny Mom brand and photography that is suitable and preferred.

SPECIFICATIONS

Specifications can vary from project to project. Staff photographers must shoot images in the highest possible resolution. This is a good rule of thumb whether the asset is for print or digital use.

All photos and videos should have proper, signed Talent Release forms.

IMAGERY TO UTILIZE

- Large, high-quality photos
- Brightly lit photos
- Bold color and/or white backgrounds
- Women included in our target audience
- Eye-catching, uniquely cropped images

IMAGERY TO AVOID

- Small, low-resolution photos
- Blurry or pixelated photos
- Dark color overlays on photos
- Dark backgrounds, when possible
- Unhealthy imagery